

### **Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

#### **Listing of Claims:**

1. (Currently Amended) A method of printing a publication and tracking user interaction with an input element on the printed publication, the method comprising the steps of:
  - (a) determining a unique page identity for said publication in a computer system;
  - (b) identifying human-readable information for said publication;
  - (c) determining a page description for said publication in said computer system, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;
  - (d) associating said page identity with said description of said input element;
  - (e) generating, in a printer, first dot data for coded data using said page identity, said coded data identifying said page identity and a plurality of positions on said publication;
  - (f) generating, in the printer, second dot data for said human-readable information using at least part of said page description;
  - (g) compositing the first and second dot data;
  - (h) printing the publication wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data;
  - (i) receiving, from a sensing device, indicating data indicative of a position or movement of the sensing device relative to the printed publication, said indicating data being generated by the sensing device using sensed coded data; and
  - (j) identifying, from the indicating data and the page description, whether the user has selected the input element using the sensing device and, if so, notifying an associated entity of the selection,

with the proviso that the associating step (d) is performed prior to the printing step (h).

2. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

3. (Previously Presented) The method of claim 2, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

4. (Previously Presented) The method of claim 1, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) a merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

5. – 7. (Cancelled).

8. (Withdrawn) A system for printing a publication having an input element readable by a sensing device, the system comprising a computer system configured for:

- (a) determining a unique page identity for said publication;
- (b) identifying human-readable information for said publication;

(c) determining a page description for said publication, said page description comprising: (i) a description of said human-readable information and (ii) a description of said input element including a zone of said input element on said page and a description of an associated entity;

(d) associating said page identity with said description of said input element; and a printer configured for:

- (e) generating first dot data for coded data using said page identity, said coded data

identifying said page identity and a plurality of positions on said publication;

(f) generating second dot data for said human-readable information using at least part of said page description;

(g) compositing the first and second dot data; and

(h) printing the publication, wherein the coded data is printed at the same time as printing the human-readable information using the composited dot data.

9. (Withdrawn) The system of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser;
- (b) a merchant;
- (c) a printer provider; and
- (d) a publisher.

10. (Withdrawn) The system of claim 9, wherein the input element is selected from the group consisting:

- (a) a button;
- (b) a hyperlink; and
- (c) an input field.

11. (Withdrawn) The method of claim 8, wherein the associated entity is selected from the group consisting:

- (a) an advertiser computer system;
- (b) merchant computer system;
- (c) a printer provider computer system; and
- (d) a publisher computer system.

12. – 14. (Cancelled).